optical storage device, a magnetic storage device, or any suitable combination of the foregoing. In the context of this document, a computer readable storage medium may be any tangible medium that can contain, or store a program for use by or in connection with an instruction execution system, apparatus, or device.

[0096] Computer program code for carrying out operations for aspects of the disclosure may be written in any combination of at least one programming language, including an object oriented programming language such as Java, Smalltalk, C++ or the like and conventional procedural programming languages, such as the "C" programming language or similar programming languages. The program code may execute entirely on the user's computer, partly on the user's computer, as a stand-alone software package, partly on the user's computer and partly on a remote computer or entirely on the remote computer or server.

[0097] The flowchart and block diagrams in the figures illustrate the architecture, functionality, and operation of possible implementations of systems, methods and computer program products according to various embodiments of the disclosure. In this regard, each block in the flowchart or block diagrams may represent a module, component, segment, or portion of code, which comprises at least one executable instruction for implementing the specified logical function(s). It should also be noted that, in some alternative implementations, the functions noted in the block may occur out of the order noted in the figures. For example, two blocks shown in succession may, in fact, be executed substantially concurrently, or the blocks may sometimes be executed in the reverse order, depending upon the functionality involved. It will also be noted that each block of the block diagrams and/or flowchart illustration, and combinations of blocks in the block diagrams and/or flowchart illustration, can be implemented by special purpose hardware-based systems that perform the specified functions or acts, or combinations of special purpose hardware and computer instructions.

[0098] In any case, it should be understood that the components illustrated in this disclosure may be implemented in various forms of hardware, software, or combinations thereof, for example, application specific integrated circuit(s) (ASICS), functional circuitry, an appropriately programmed general purpose digital computer with associated memory, and the like. Given the teachings of the disclosure provided herein, one of ordinary skill in the related art will be able to contemplate other implementations of the components of the disclosure.

[0099] The terminology used herein is for the purpose of describing particular embodiments only and is not intended to be limiting of the disclosure. As used herein, the singular forms "a," "an" and "the" are intended to include the plural forms as well, unless the context clearly indicates otherwise. It will be further understood that the terms "comprises" and/or "comprising," when used in this specification, specify the presence of stated features, integers, steps, operations, elements, and/or components, but do not preclude the presence or addition of another feature, integer, step, operation, element, component, and/or group thereof.

[0100] The descriptions of the various embodiments have been presented for purposes of illustration, but are not intended to be exhaustive or limited to the embodiments disclosed. Many modifications and variations will be apparent to those of ordinary skill in the art without departing from the scope and spirit of the described embodiments.

1-33. (canceled)

34. A method for generating reputation of an entity from a plurality of opinions associated with that entity, wherein the entity and the plurality of opinions are expressed in a natural language, said method comprising:

filtering said plurality of opinions based on pertinence of each opinion with respect to the entity;

fusing the filtered opinions into at least one principle opinion set; and

generating a reputation value based on said at least one principle opinion set.

35. The method according to claim **34**, wherein the step of filtering comprises:

calculating the pertinence of each opinion based on similarity between the opinion and the entity, and correlation among said plurality of opinions; and

filtering out an opinion whose pertinence is less than a first threshold.

36. The method according to claim **35**, wherein the similarity is calculated taking into consideration at least one of the factors including importance of a term in the expression and semantic similarity between terms.

37. The method according to claim **34**, wherein the step of fusing comprises:

calculating similarity between the filtered opinions; and

fusing the filtered opinions into at least one principle opinion set if the similarity between the filtered opinions is greater than a second threshold.

38. The method according to claim **37**, wherein the similarity is calculated with vector space model taking into consideration at least one of the factors including importance of a term in the expression and semantic similarity between terms.

39. The method according to claim **38**, wherein two opinions comprise a first opinion and a second opinion voting the first opinion; and the similarity between the two opinions is set to a first similarity value.

40. An apparatus for generating reputation of an entity from a plurality of opinions associated with that entity, wherein the entity and the plurality of opinions are expressed in a natural language, said system comprising:

a filter configured to filter said plurality of opinions based on pertinence of each opinion with respect to the entity;

a fuser configured to fuse the filtered opinions into at least one principle opinion set; and

a reputation generator configured to generate a reputation value based on said at least one principle opinion set.

41. The apparatus according to claim **40**, wherein the filter is further configured to:

calculate the pertinence of each opinion based on similarity between the opinion and the entity, and correlation among said plurality of opinions; and

filter out an opinion whose pertinence is less than a first threshold.

42. The apparatus according to claim **41**, wherein the similarity is calculated with vector space model taking into consideration at least one of the factors including importance of a term in the expression and semantic similarity between terms.

43. The apparatus according to claim **40**, wherein the fuser is further configured to calculate similarity between the filtered opinions, and fuse the filtered opinions into at least